



Catalysts for Profitability and Growth



Tyco - new client for BTS in top management program

Stockholm – April 1, 2005 - BTS, an international consulting and training company that specializes in business simulations-based training initiatives to support strategic change and profitability improvements, today announced that it has been selected by Tyco International, a manufacturing and service company, as a partner in the development and delivery of a business acumen simulation as part of its Senior Executive Development Program. The leadership initiative targets the company's top executives during 2005 and 2006. The simulation will be co-developed by consultants from BTS and the newly acquired Strategic Management Group, Inc. (SMG).

"We are pleased to be working with the company's leadership team on this very important executive development program," notes Rommin Adl, President and CEO of BTS's newly acquired Strategic Management Group. "The project provides a unique opportunity for BTS to partner with SMG's talented development team to create a highly-customized business simulation experience for a tremendous client."

"We are thrilled to have been selected by Tyco to be part of this initiative and are particularly pleased that we are so rapidly leveraging our talented development team from SMG to create a customized executive level solution," says Henrik Ekelund, managing and executive director of BTS Group.

Tyco International is a diversified manufacturing and service company with more than 250 000 employees.

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BTS Group AB is an international training and consultancy company in the field of business acumen. BTS uses tailor-made business simulations to support company managers in implementing change and improving profitability. BTS trains the entire organization to analyze data and make decisions that promote growth and profitability. This increased emphasis on profitability and market focus, supports day-to-day decision-making, which in turn, leads to tangible, sustainable improvements in profits. BTS customers are often multinational companies. In 2004, BTS generated a turnover of SEK 206 million and has today 145 employees. BTS is listed on the Stockholm Stock Exchange since the 6 June 2001.